

Amendments to the Specification:

Please add the following new paragraph beginning after the paragraph ending on line 20 of page 4:

Figure 3 is a side perspective view of the roll of the flexible unit, assembly or strip of one embodiment.

Please add the following new paragraph beginning after the paragraph ending on line 21 of page 4:

Figure 4 is an enlarged fragmentary view of a portion of the unit, assembly or strip of one embodiment, illustrating the separation line and parts of the connection regions.

Please replace the paragraph beginning at page 4, line 22, with the following rewritten paragraph:

Referring to Figures 1 and 2, a magnetic strip, according to an embodiment of the present invention, is now described. The Figures show a magnetic assembly, unit or strip 10 comprising a flexible material including a plurality of flexible strips 11a and 11b. The interior surfaces 32 of the strips 11a and 11b define a plurality of pockets 12 housing a plurality of magnetic members or magnets 14. In this example, the flexible strips 11a and 11b are waterproof and the magnetic strip 10 has a first side 16 with a substantially uniform positive polarity (represented by the “+” sign after 16) and a second side 18 with a substantially uniform negative polarity (represented by the “-” sign after 18). The magnetic strip 10 can be detachably connected to an article, such as object or article 24, and the strip 10 can be wrapped around an article 24 in a closed-loop configuration.

Please add the following new paragraph after the paragraph ending on line 31 of page 5:

Referring to Figures 3-4, the magnetic unit, assembly or strip 10 may, in one embodiment, be sold like lengths of a chain or rope cut to a required length. The flexible material may be selected to suit specific requirements such as cost efficiency for packaging and durability for long term applications. The magnetic unit, assembly or strip 10 may be rolled into

a roll 100. A separable part or retrievable part 102 of the roll 100 can be pulled out to the required length and cut to that length. In this case, the reservable part 104 remains on the roll 100 until additional strip 10 is needed. The cutting of the strip 10 can occur along any of the separation lines 106. Each separation line 106 is positioned between the regions or areas 108 and 110 of each one of the connection regions 13.